



WCPO

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ORDER

Print Date 10/19/12

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Flight Dates 10/25/12-11/05/12

Contract / Revision 315328 /

Original Date / Revision
10/19/12 10/19/12

Advertiser Republican National Commi

Agency National Media Inc

Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Product

RNC

Agency Com 15%

Billing Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 3442

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	21	\$11,560.00	\$13,600.00	0.00	10/01/12	10/28/12	21	\$11,560.00	\$13,600.00
November 2012	60	\$62,220.00	\$73,200.00	0.00	10/29/12	11/05/12	60	\$62,220.00	\$73,200.00
Totals	81	\$73,780.00	\$86,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/25/12	10/26/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	--- 11--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--- 11--		2		\$225.00		0.00					
N 2	WCPO	10/29/12	11/02/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11111--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	11111--		5		\$225.00		0.00					
N 3	WCPO	11/05/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00



WCPO

Print Date: 10/19/12

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Contract / Revision 315328 Flight Dates 10/25/12-11/05/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser Republican National Commr Product RNC

Estimate # 3442

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WCPO	11/05/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	1-----	:30	1	\$225.00	P-2	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$225.00		0.00		
N 4	WCPO	10/25/12	10/26/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	---22--	:30	4	\$900.00	P-1	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---22--					4	\$900.00		0.00		
N 5	WCPO	10/29/12	11/02/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	22222--	:30	10	\$900.00	P-1	0.00 NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	22222--					10	\$900.00		0.00		
N 6	WCPO	11/05/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	2-----	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	2-----					2	\$900.00		0.00		
N 7	WCPO	10/27/12	11/03/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$450.00		0.00		
Week:		10/29/12	11/04/12	-----S-					1	\$450.00		0.00		
N 8	WCPO	10/28/12	11/04/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	2	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					2	\$450.00		0.00		
Week:		10/29/12	11/04/12	-----S					2	\$450.00		0.00		
N 9	WCPO	10/27/12	11/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					2	\$450.00		0.00		
Week:		10/29/12	11/04/12	-----S-					2	\$450.00		0.00		
N 10	WCPO	10/28/12	11/04/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					2	\$450.00		0.00		
Week:		10/29/12	11/04/12	-----S					2	\$450.00		0.00		
N 11	WCPO	11/04/12	11/04/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$800.00		0.00		
N 12	WCPO	10/25/12	11/05/12	M-F 3-4p 3-4pm Katie	CM	3-4p	11111--	:30	5	\$650.00	P-2	0.00 NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---11--					2	\$650.00		0.00		
Week:		10/29/12	11/04/12	11111--					5	\$650.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$650.00		0.00		
N 13	WCPO	10/29/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11-1---	:30	3	\$2,000.00	P-2	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	11-1---					3	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00		
N 14	WCPO	10/28/12	11/04/12		CM	558-7p	-----S	:30	1	\$1,000.00	P-2	0.00 NM	2	\$2,000.00



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Estimate # **3442**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU 6-7p News											
				SU 6-7p News		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$1,000.00		0.00				
Week:		10/29/12	11/04/12	-----S		1			\$1,000.00		0.00				
N 15	WCPO	10/25/12	11/05/12	M-F 7-730p	CM	M-F 7-730pm	11111--	:30	5	\$900.00	P-1	0.00	NM	8	\$7,200.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---11--		2			\$900.00		0.00				
Week:		10/29/12	11/04/12	11111--		5			\$900.00		0.00				
Week:		11/05/12	11/11/12	1-----		1			\$900.00		0.00				
N 16	WCPO	10/25/12	11/05/12	M-F 730-8p	CM	M-F 730-8p	11111--	:30	5	\$900.00	P-1	0.00	NM	8	\$7,200.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---11--		2			\$900.00		0.00				
Week:		10/29/12	11/04/12	11111--		5			\$900.00		0.00				
Week:		11/05/12	11/11/12	1-----		1			\$900.00		0.00				
N 17	WCPO	11/05/12	11/05/12	M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
				M8-10p Dancing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$6,500.00		0.00				
N 18	WCPO	10/31/12	10/31/12	Wednesday Prime C	CM	10-11p	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				Nashville											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1			\$5,000.00		0.00				
N 19	WCPO	11/03/12	11/03/12	ABC College Football ga	CM	1158a-4p	-----S-	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
				ABC College Football gai											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		2			\$8,000.00		0.00				
N 20	WCPO	10/30/12	11/05/12	M-SU 11p Late News	CM	11-1135p	111----	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-11----		2			\$1,500.00		0.00				
Week:		11/05/12	11/11/12	1-----		1			\$1,500.00		0.00				
N 21	WCPO	10/27/12	11/03/12	Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
				Late News Spec Ed (late i											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$500.00		0.00				
Week:		10/29/12	11/04/12	-----S-		1			\$500.00		0.00				
N 22	WCPO	10/31/12	11/02/12	M-F 1202-107a Jimmy Ki	CM	1202-107a	--111--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
				M-F 1202-107a Jimmy Ki											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--		3			\$300.00		0.00				
													Totals	81	\$86,800.00